

Abstract

Title: Concept of Running Mall and proposals for its promotion

Objectives: The aim of this work is to introduce a running center Running Mall and make its concept clearer and introduce its promotion. Author attempts to come up with new proposals of how to support the promotion.

Methods: This thesis is used quantitative method which is the analysis of intern documents and also the qualitative method which is interview with three respondents and participant observation.

Author came up with information concerning the concept of running centre and its promotion according to interviews. Data concerning the membership base are detected from the intern documents.

Results: The concept of Running Mall, which offers a complex service for recreational runners, was found. Those services are unique and there is nothing similar anywhere else in the Czech Republic. Also, it was found, that according to a very small financial amount of money for their promotion, the marketing communication is based on on-line marketing, but the future should bring more of the financial resources and along that increase ways of its communication channels. New proposals are based on detected information from which should ensure a bigger number of runners and also a bigger number of total visitors to Running Mall.

Keywords: Running Mall, running, running club, running store, promotion, sport, marketing